W claim:

1. An article of manufacture having a reflective design thereon, comprising:

(a) a substrate having a display surface adapted to display the design;

(b) at least one adhesive material disposed on said display surface in a primary design pattern that has at least a first design portion and a second design portion;

(c) a first pigmented material arranged in a first design pattern that is congruent with said first design portion and that is adhered to said display surface by said at least one adhesive material,

(1) said first pigmented material including a plurality of glass particles operative to reflect light received from a light source; and

(d) a second pigmented material arranged in a second design pattern that is congruent with said second design portion and that is adhered to said display surface by said at least one adhesive material.

2. An article according to claim 1 wherein said substrate is a flexible substrate.

3. An article according to claim 1 wherein said glass particles function as retroreflective lenses.

4. An article according to claim 1 wherein said second pigmented material includes a plurality of glass particles operative to reflect light received from a light source.

5. An article according to claim 1 wherein said second pigmented material does not include a plurality of glass particles operative to reflect light received from a light source.

6. An article according to claim 1 wherein said first pigmented material is colored a first color and wherein said second pigmented material is colored a second color that is different from said first color.

7. An article according to claim 1 wherein said first pigmented material is adhered to said display surface by a first adhesive material and wherein said second pigmented material is adhered to said display surface by a second adhesive material that is different from said first adhesive material.

8. An article according to claim 1 wherein said first design portion is contiguous with at least some of said second design portion.

9. An article according to claim 1 wherein said first design portion is not contiguous with said second design portion.

10. A method of manufacturing a tire cover adapted to extend over a tire that includes a tread surface, an annular sidewall surface and a wheel area, comprising:

(a) forming a material in the shape of a tire cover, thereby to comprise:

(1) a cylindrical panel sized to extend circumferentially around the tire in confronting relation to said tread surface;

(2) a face panel joined to said cylindrical panel and sized to extend alongside the sidewall surface and across the wheel area;

(i) said face panel having a display surface adapted to display the design;

(b) contacting the display surface with a transfer pattern thereby to transfer a design to said display surface, wherein said transfer pattern comprises:

(1) a substrate having a surface;

(2) a first pigmented material disposed on said surface,

(i) said first pigmented material including a plurality of glass particles operative to reflect light received from a light source;

(3) a second pigmented material overlaying at least a portion of said first pigmented material ; and

(4) at least one adhesive material adhered to said first pigmented material and said second pigmented material in a primary design pattern that has at least a first design portion and a second design portion,

(i) wherein said at least one adhesive material is adhered to said first pigmented material in a first design pattern that is congruent with said first design portion, and

(ii) wherein said at least one adhesive material is adhered to said second pigmented material in a second design pattern that is congruent with said second design portion.

11. A method according to claim 10 wherein the step of forming includes forming a vinyl material in the shape of a tire cover.

12. A method according to claim 10 including joining said cylindrical panel to said face panel by stitching.

13. A method according to claim 10 wherein said second pigmented material includes a plurality of glass particles operative to reflect light received from a light source.

14. A method according to claim 10 wherein said second pigmented material does not include a plurality of glass particles operative to reflect light received from a light source.

15. A method according to claim 10 wherein said first pigmented material is colored a first color and wherein said second pigmented material is colored a second color that is different from said first color.

16. A method according to claim 10 wherein a first adhesive material is adhered to said first pigmented material and a second adhesive material is adhered to said second pigmented material, wherein said first adhesive material is different from said second adhesive material.

17. A method according to claim 10 wherein said substrate and said first pigmented material together comprise a Scotchlite™ Transfer Film manufactured by 3M Corporation.

18. A method according to claim 10 wherein said first pigmented material comprises an ink manufactured by 3M Corporation.

19. A method according to claim 10 wherein said at least one adhesive material is a hot-melt adhesive

20. A method according to claim 10 wherein the step of contacting includes applying pressure to said transfer pattern and said display surface.

21. A method according to claim 10 wherein the step of contacting includes applying heat to said transfer pattern and said display surface.

22. A transfer pattern for use in transferring a reflective design to a display surface, comprising:

(a) a substrate having a surface;

(b) a first pigmented material disposed on said surface,

(1) said first pigmented material including a plurality of glass particles operative to reflect light received from a light source;

(c) a second pigmented material overlaying at least a portion of said first pigmented material ; and

(d) at least one adhesive material adhered to said first pigmented material and said second pigmented material in a primary design pattern that has at least a first design portion and a second design portion,

(1) wherein said at least one adhesive material is adhered to said first pigmented material in a first design pattern that is congruent with said first design portion, and

(2) wherein said at least one adhesive material is adhered to said second pigmented material in a second design pattern that is congruent with said second design portion.

23. A transfer pattern according to claim 22 wherein said second pigmented material includes a plurality of glass particles operative to reflect light received from a light source.

24. A transfer pattern according to claim 22 wherein said second pigmented material does not include a plurality of glass particles operative to reflect light received from a light source.

25. A transfer pattern according to claim 22 wherein said first pigmented material is colored a first color and wherein said second pigmented material is colored a second color that is different from said first color.

26. A transfer pattern according to claim 22 wherein a first adhesive material is adhered to said first pigmented material and a second adhesive material is adhered to said second pigmented material, wherein said first adhesive material is different from said second adhesive material.

27. A transfer pattern according to claim 22 wherein said substrate and said first pigmented material together comprise a Scotchlite™ Transfer Film manufactured by 3M Corporation.

28. A transfer pattern according to claim 22 wherein said first pigmented material comprises an ink manufactured by 3M Corporation.

29. A transfer pattern according to claim 22 wherein said first design portion is contiguous with at least some of said second design portion.

30. A transfer pattern according to claim 22 wherein said first design portion is not contiguous with said second design portion.

31. A transfer pattern according to claim 22 wherein said at least one adhesive material is a hot-melt adhesive.

32. A method of forming a transfer pattern for use in transferring a reflective design to a display surface, comprising:

(a) providing a substrate having disposed on a surface thereof a first pigmented material,

(1) said first pigmented material including a plurality of glass particles operative to reflect light received from a light source;

(b) overlaying a second pigmented material over at least a portion of said first pigmented material ; and

(c) adhering at least one adhesive material to said first pigmented material and said second pigmented material in a primary design pattern that has at least a first design portion and a second design portion,

(1) wherein said at least one adhesive material is adhered to said first pigmented material in a first design pattern that is congruent with said first design portion, and

(2) wherein said at least one adhesive material is adhered to said second pigmented material in a second design pattern that is congruent with said second design portion.

33. A method according to claim 32 wherein the step of overlaying includes screen printing said second pigmented material over at least a portion of said first pigmented material.

34. A method according to claim 32 wherein the step of adhering includes heating said at least one adhesive material.

35. A method according to claim 32 wherein said first pigmented material is colored a first color and wherein the step of overlaying said second pigmented material includes overlaying said second pigmented material of a second color that is different from said first color.

36. A method according to claim 32 wherein the step of adhering includes adhering a first adhesive material to said first pigmented material and adhering a second adhesive material to said second pigmented material, wherein said first adhesive material is different from said second adhesive material.

37. A method according to claim 32 wherein the step of providing said substrate comprises providing a Scotchlite™ Transfer Film manufactured by 3M Corporation.

38. A method according to claim 32 wherein the step of providing said substrate includes providing a substrate having disposed on a surface thereof an ink manufactured by 3M Corporation.

39. A method according to claim 32 wherein said first design portion is contiguous with at least some of said second design portion.

40. A method according to claim 32 wherein said first design portion is not contiguous with said second design portion.

41. A method according to claim 32 wherein the step of adhering comprises adhering a hot-melt adhesive to at least one of said first pigmented material and said second pigmented material.

42. A transfer pattern for use in transferring a reflective design to a display surface, comprising:

(a) a substrate having a surface;

(b) a first pigmented material disposed on said surface in a first design pattern having an outer boundary,

(1) said first pigmented material including a plurality of glass particles operative to reflect light received from a light source;

(c) a second pigmented material disposed on said surface in a second design pattern having an inner boundary,

(1) the inner and outer boundaries being contiguous with one another; and

(d) at least one adhesive material adhered to said first pigmented material in confronting relation to said first design pattern and adhered to at least a portion of said second pigmented material.